



The main goals of NUS-ISS are to increase brand exposure, increase the number of clicks on advertisements, and target high-demand audience to lead subsequent conversions.

Advertiser: NUS

Promotion Keywords: Accurately targeted education audience

DELIVERY REQUIREMENTS



ACCURATE TARGET

Difficulties: There is fewer pure education audience in the traffic, and it is difficult to find accurate and high-demand audience.

SOLUTION

USERS LAYERED SCREENING:



Traffic screening



Black and white list control



Screening period

First class audience	Second class audience	Third class audience
Educational users	Entertainment users	Technical users
Family users	Life users	Tools users

DELIVERY RESULTS

Completed the campaign goal and solved the difficulties during the campaign, and made WAY.IO shortlisted as one of the DSP companies designated by the client for advertising.

AD SCREENSHOTS SAMPLE



IMPORTANT NOTE: This e-mail and any attachment are confidential and may contain trade secrets and may also be legally privileged or otherwise protected from disclosure. If you have received it in error, you are herewith informed about its status. Please notify us immediately by reply e-mail and then delete this e-mail and any attachment from your system. You are prohibited from making use of or copying this e-mail or any attachment or disclosing the contents to any other person.